ing a known manufacturer code, a known device class, a known version and a known communication protocol for the respective known farming implement associated therewith;

(c) a farm traffic controller configured to receive and store in the database messages produced by a remote relay device associated with the user account, the messages comprising geo-location data, time data and electronic control unit messages generated by a farming implement while said farming implement is used at the farming business to perform a new farming operation; and

(d) a parameter extraction program that:

(i) determines a farming operation land segment for the farming operation based on one of the plurality of implement profiles, the geo-location data, the time data and electronic control unit messages, and

(ii) creates a new entry in the electronic farming record for the farming business, the new entry including an identifier for the farming operation and a description of the farming operation land segment for the farming operation.

2. The server system of claim **1**, further comprising a web services module, communicatively coupled to the farm data processing module, configured to format at least a portion of the description of the farming operation land segment for display on a web-enabled display device and transmit the formatted portion of the description to said web-enabled display device.

3. The server system of claim **1**, wherein the parameter extraction program automatically determines the farming operation land segment by:

(a) detecting in the electronic control unit messages an address claim message sent by the farming implement, the address claim message including a manufacturer code and a device class for the farming implement;

(b) detecting in the electronic control unit messages an object pool version message sent by the farming implement, the object pool version message including a version for the farming implement;

(c) determining that the manufacturer code and the device class in the address claim message matches the known manufacturer code and the known device class in said one of the implement profiles;

(d) determining that the version in the object pool version message matches the known version in said one of the implement profiles;

(e) monitoring subsequent electronic control unit messages transmitted over the message bus and extracting therefrom, in accordance with the known communication protocol defined by said one of the implement profiles, a set of operating parameters used by the farming implement while the farming implement is performing the farming operation; and

(f) determining a set of operating events for the farming operation based on the set of operating parameters;

(g) determining a set of geographical locations for the farming vehicle and farming implement during performance of the farming operation based on the position and time signals received by the global positioning system receiver during the performance of the farming operation; and

(h) generating a description of the farming operation land segment by matching the set of operating events to the set of geographical locations.

4. The server system of claim **1**, wherein:

(a) the parameter extraction program determines a travel path for the farming operation based on said one of the implement profiles, the geo-location data and the operating events, and includes a travel path description in the electronic farm record for the farming business; and

(b) said travel path for the farming operation includes only those areas of land on the farming operation land segment where the farming vehicle and farming implement traveled during the farming operation while the farming implement was activated, and does not include any areas of land on the farming operation land segment where the farming vehicle and farming implement either (i) did not travel during the farming operation, or (ii) only traveled during the farming operation while the farming implement was deactivated.

5. The server system of claim **4**, wherein the web services module is further configured to format at least a portion of the travel path description for the farming operation for display on the web-enabled display device and transmit the formatted portion of the travel path description to said web-enabled display device.

6. The server system of claim **1**, wherein the parameter extraction program is further operable to determine an operation type for the farming operation based on said geo-location data and said operating events, and include a description of the operation type in the electronic farm record for the user account.

7. The server system of claim **1**, wherein the operation type comprises plowing, tilling, fertilizing, planting, spraying, spreading or harvesting.

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